

“Togetherhood on the Mountain” Marketing Plan for MCY/NEY

Prepared by McCleskey/Northeast Cobb YMCA
Community Outreach Committee

May 4, 2016



MESSAGING FOR “TOGETHERHOOD ON THE MOUNTAIN”

Elevator Pitch

The Y’s “Togetherhood” program empowers individual members and area partners to collaborate on service projects that strengthen the Cobb County community in ways that are fun, safe and rewarding. YMCA members and community partners are the core of every service project, and Togetherhood brings their ideas to life.

“Togetherhood on the Mountain” at Kennesaw Mountain is the first signature moment for the McCleskey and Northeast Cobb YMCAs. The July 8 service project will feed and inspire 45 at-risk kids. The project creates partnership among the Kennesaw Mountain Battlefield, the Kennesaw Mountain Trail Club, Cobb County Boy Scouts, teen volunteers and senior mentors.

Meaningful activities on the mountain engage a gathering of generations. Kids learn from elders. Older adults keep their spirit youthful as they share wisdom with eager audiences. And a battlefield picnic for underserved youth – staffed by park rangers and attended by seniors and other volunteers – promotes the bond of togetherhood and a stronger Cobb community.

“Togetherhood on the Mountain” ... *Generations Celebrated, Communities Elevated.*

Messaging Segmented by Audiences

Teen Volunteers

- Gain valuable volunteer hours for high school or college.
- Develop leadership skills to use in school, career and life.
- Learn from adult leaders and senior mentors.
- Be active and healthy on a summer day at one of Cobb’s historic landmarks to help build your community.

Senior Volunteers/Mentors

- Keep your spirit youthful as you interact with younger adults, teens and pre-teens who appreciate your wisdom, life knowledge and stories.
- Get outside and move as you explore one of Atlanta’s richest historic sites.
- Keep your brain in gear. Learn about history as the National Park Service celebrates its centennial.
- Make lunches for at-risk kids in Cobb County.

Dwell Communities

- Kids experience a fun, safe and satisfying summer activity that feeds their bodies and their minds.
- Trusted adult leaders and young adult volunteers will supervise kids. Adult role models on hand from the National Park Service and the YMCA.
- No-cost activity. Safe, reliable transportation provided. Sign up at your Dwell Community or contact the MCY/NEY.

MCY+ NEY + General Public

- Your YMCA is more than a swim and gym. The Y strengthens your community through projects like “Togetherhood on the Mountain.”
- Get to know your Y. Learn more about how the YMCA delivers youth leadership by contacting the MCY or NEY.
- Find volunteer opportunities for yourself or your family for projects and programs like this.
- Donate to support similar projects.

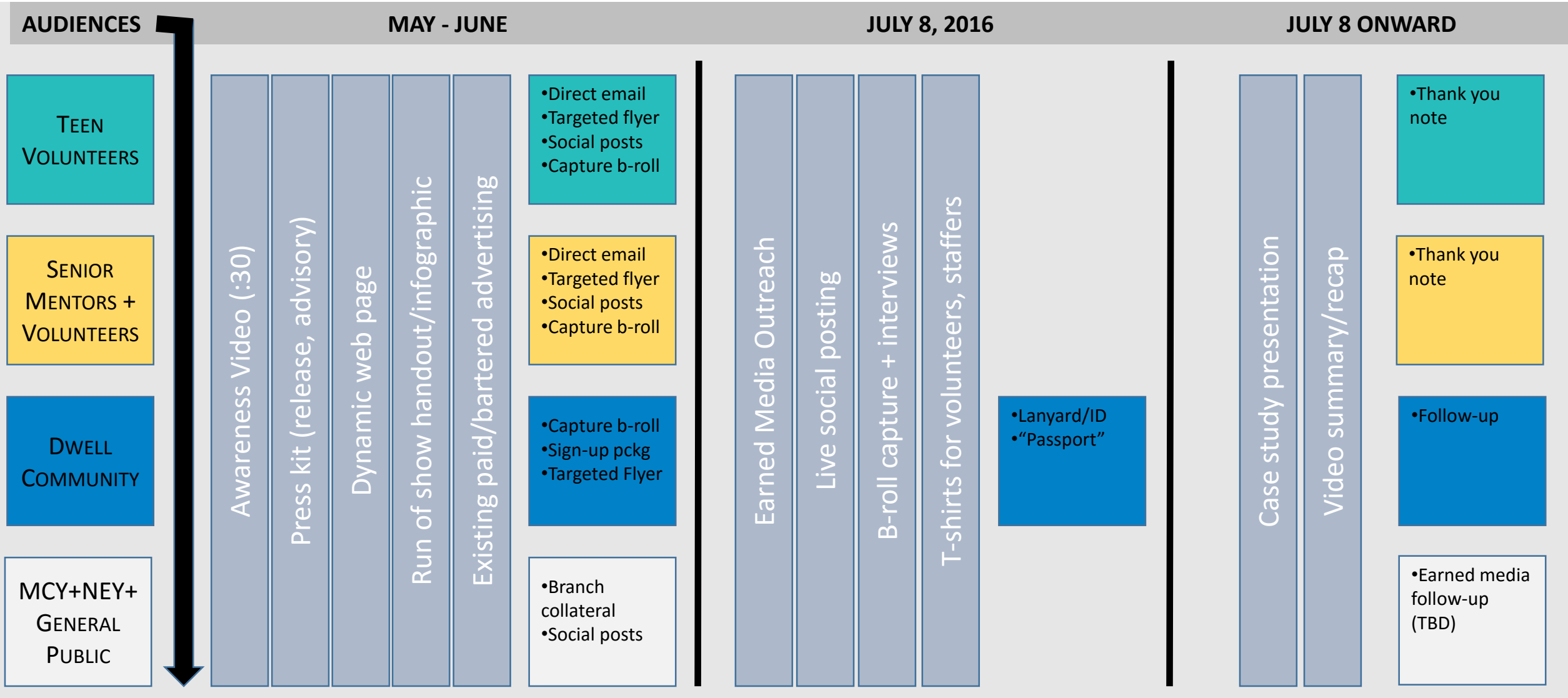




SNAPSHOT OF MARKETING TIMELINE

Collateral Development by Audience and Time Period

Execution Timeline for Marketing Collateral





Togetherhood Marketing Materials

MAY-JUNE

- **Awareness Video** – 30-second video, using text, still images, b-roll. For branch TVs, social channels, media outreach. Check with NPS for use on their channels.
- **Press kit** – Press release + press advisory. Pitched to targeted media list. Check with NPS on channels. Need to designate YMCA spokesperson. Coordinate with NPS on their media contacts for placement.
- **Dynamic web page** – single web page announcing event. Use YMCA site? Dynamic links for volunteer sign-up plus donation/champions page.
- **Run of show handout/graphic** – Write-up/infographic to distribute during pre-event trainings. Like a quick-start guide.
- **Existing paid/bartered advertising** – East Cobb regular advertisement. ... Cobb Chamber ad. Customize one or both in advance of event?
- **Direct email** – Targeted email to volunteers and seniors, recruiting for event.
- **Targeted flyers** – Collateral for targeted audiences. Distribution in pre-determined locations for each audience (high school counselors or Cobb Senior Center, for instance).
- **Branch collateral** – Signage in branches to create general awareness.
- **Social posts** – Posts in social channels in run-up to event
- **Sign-up package** – Documents for parents to sign-up kids at Dwell.

JULY 8

- **Earned media outreach** – manage responding media. Need a designated spokesperson. Coordinate with NPS.
- **Live social posting** – Designate someone to live-post during event.
- **Lanyard** – To identify Dwell participants at event.
- **“Passport”** – For Dwell participants to have stamped at each event. Branded keepsake.
- **B-roll capture and interviews** – capturing content for future marketing
- **T-shirts for volunteers, staffers** – Day-of-event uniform

POST JULY 8

- **Case study presentation** – Success story. How we did it. For branch board, Metro ATL board, potential partners, etc.
- **Video summary** – Hero video. Social channels, etc.